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FIG. 1

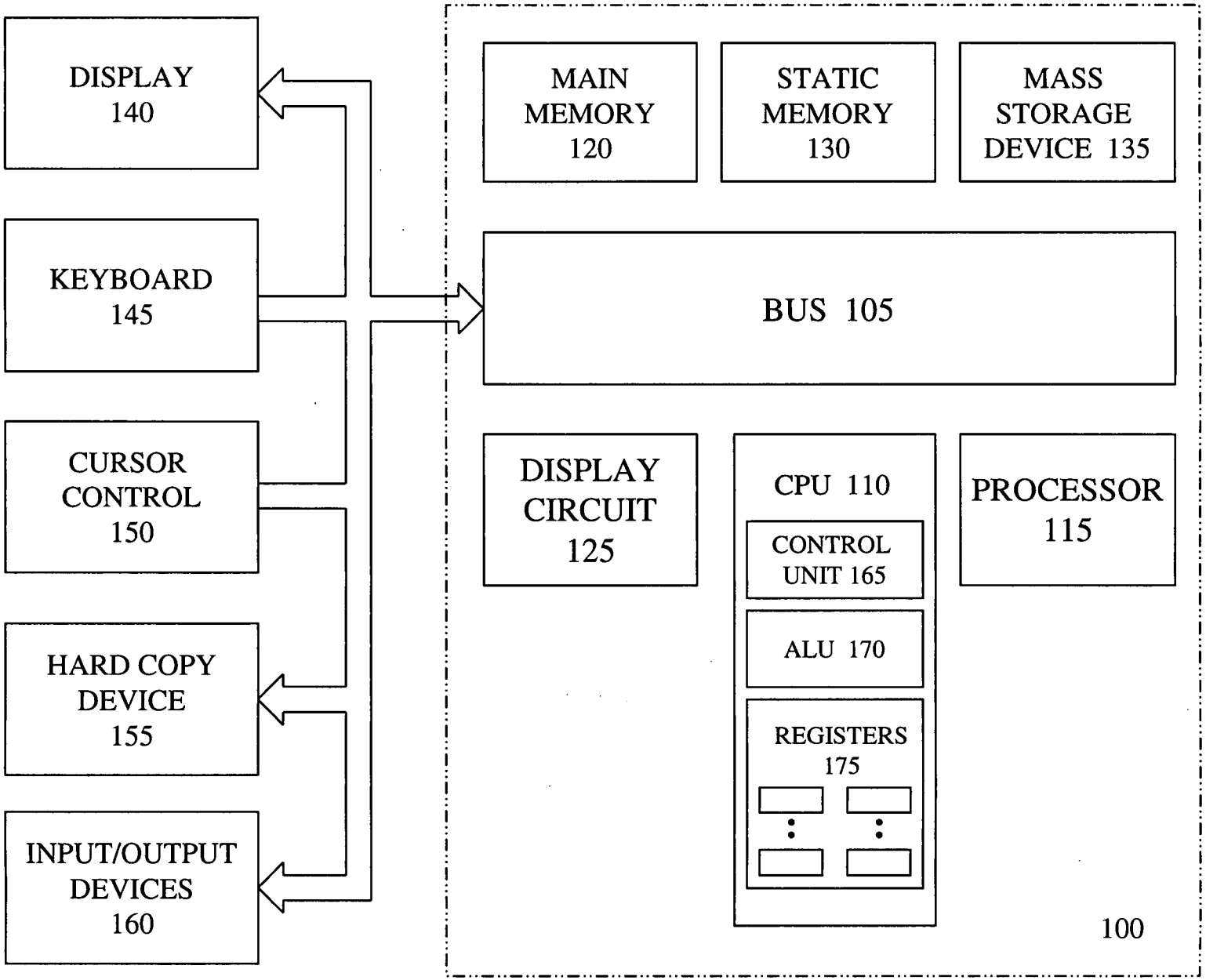


FIG. 2

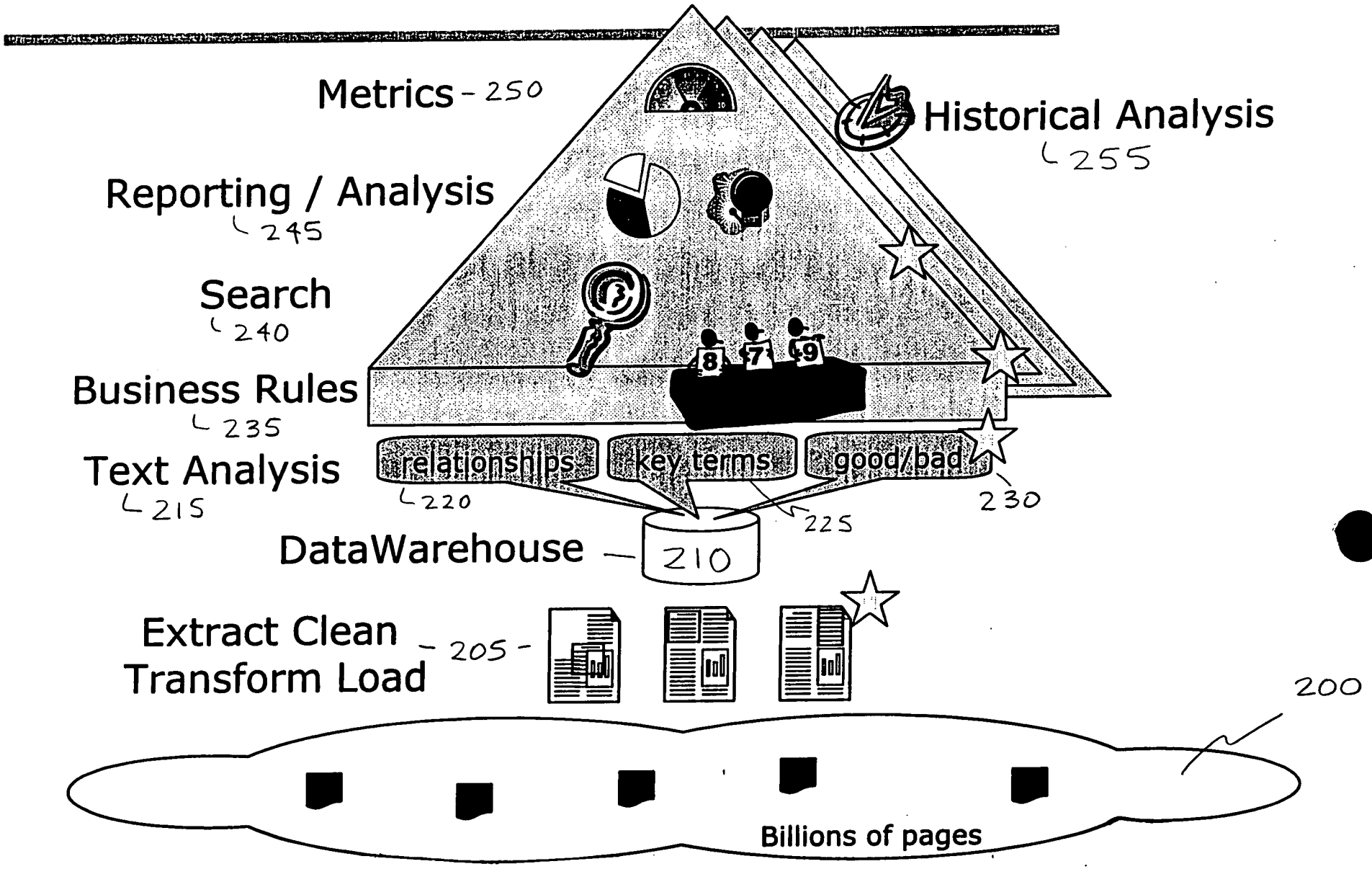

Metrics - 250
Historical Analysis
255
Reporting / Analysis
245
Search
240
Business Rules
235
Text Analysis
215
relationships
key terms
good/bad
220
225
230
DataWarehouse
210
Extract Clean
Transform Load
205
200
Billions of pages

FIG. 3

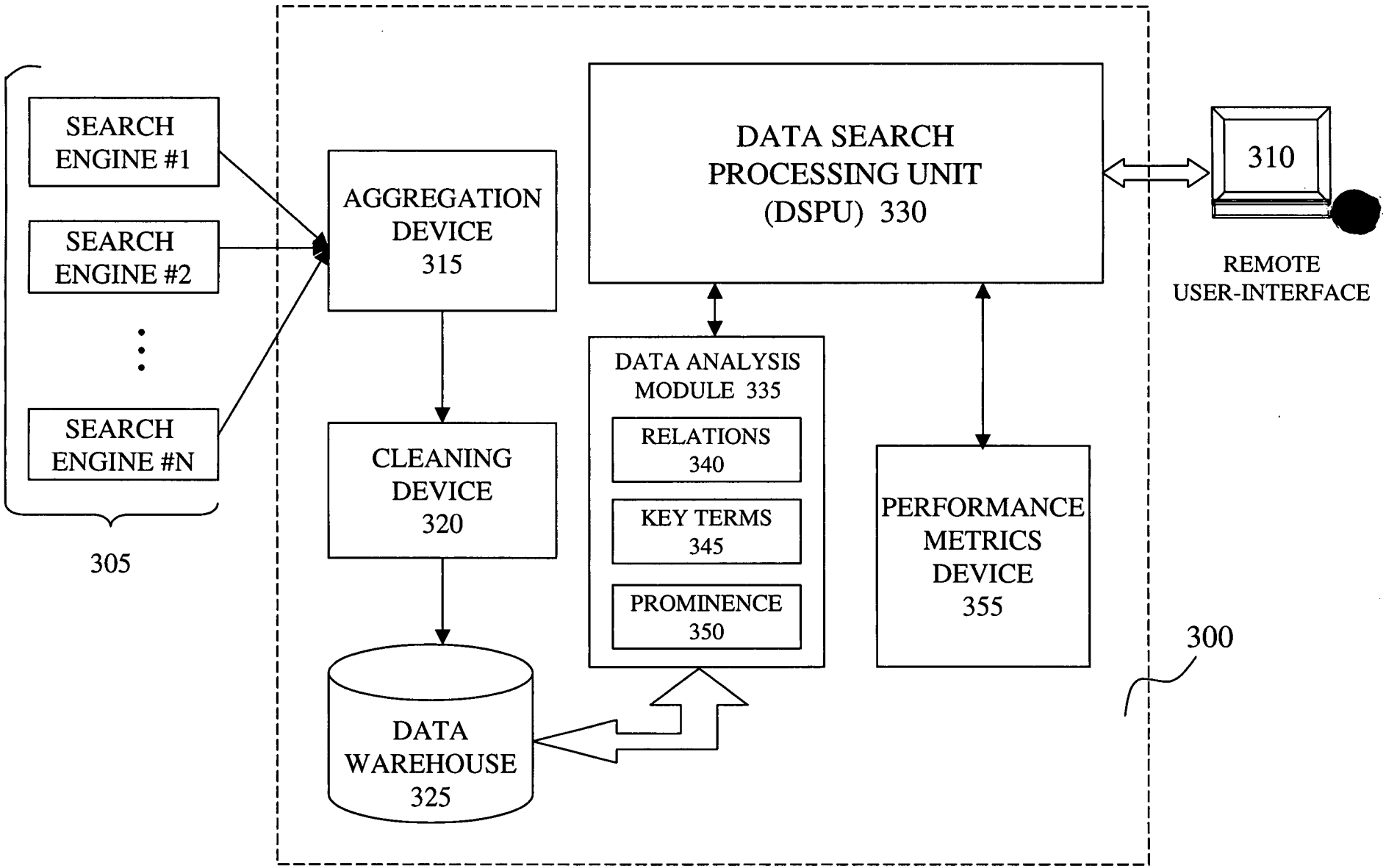

SEARCH ENGINE #1
SEARCH ENGINE #2
SEARCH ENGINE #N
305
AGGREGATION DEVICE 315
CLEANING DEVICE 320
DATA WAREHOUSE 325
DATA SEARCH PROCESSING UNIT (DSPU) 330
DATA ANALYSIS MODULE 335
RELATIONS 340
KEY TERMS 345
PROMINENCE 350
PERFORMANCE METRICS DEVICE 355
310
REMOTE USER-INTERFACE
300

FIG. 4

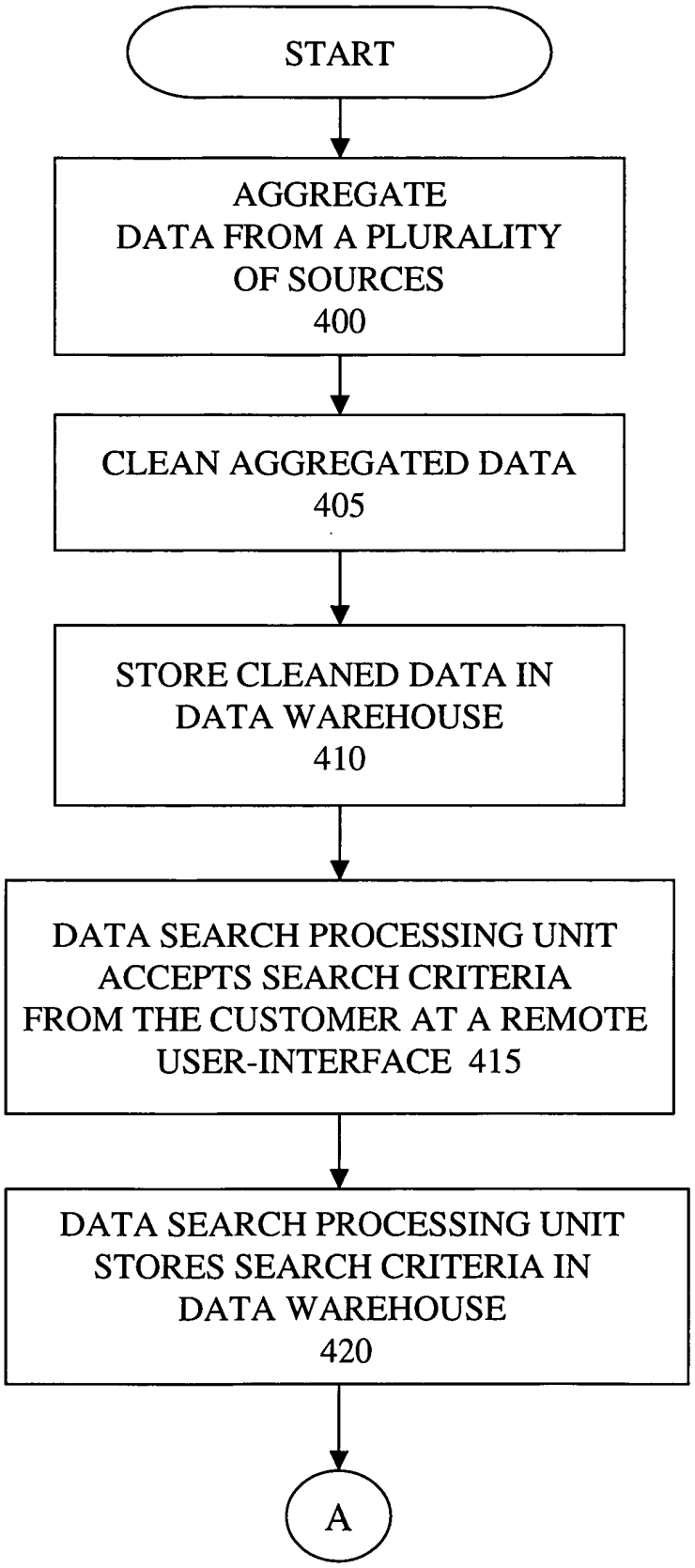

START
AGGREGATE DATA FROM A PLURALITY OF SOURCES 400
CLEAN AGGREGATED DATA 405
STORE CLEANED DATA IN DATA WAREHOUSE 410
DATA SEARCH PROCESSING UNIT ACCEPTS SEARCH CRITERIA FROM THE CUSTOMER AT A REMOTE USER-INTERFACE 415
DATA SEARCH PROCESSING UNIT STORES SEARCH CRITERIA IN DATA WAREHOUSE 420
A

FIG. 4A

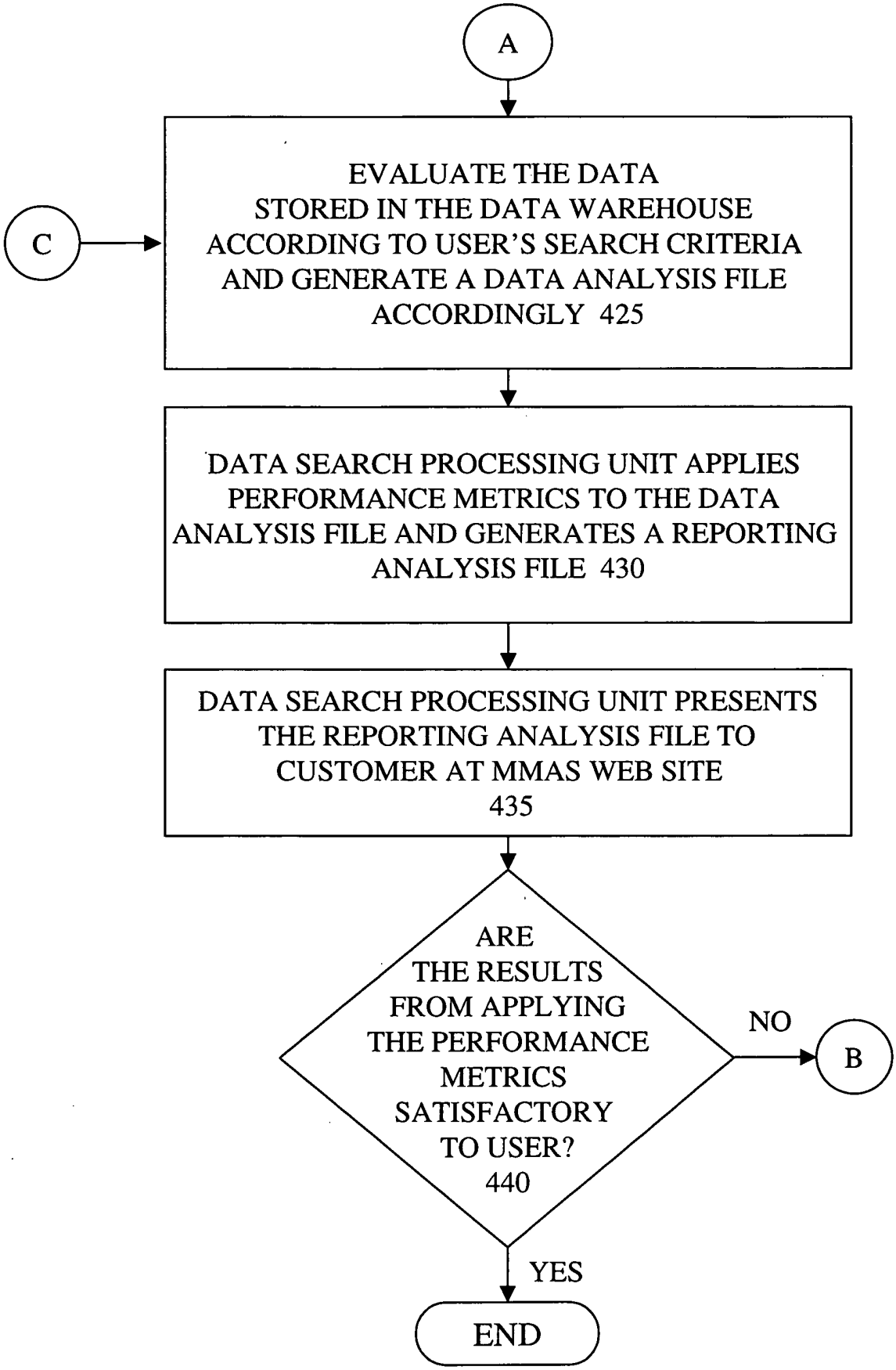

A
EVALUATE THE DATA STORED IN THE DATA WAREHOUSE ACCORDING TO USER'S SEARCH CRITERIA AND GENERATE A DATA ANALYSIS FILE ACCORDINGLY 425
C
DATA SEARCH PROCESSING UNIT APPLIES PERFORMANCE METRICS TO THE DATA ANALYSIS FILE AND GENERATES A REPORTING ANALYSIS FILE 430
DATA SEARCH PROCESSING UNIT PRESENTS THE REPORTING ANALYSIS FILE TO CUSTOMER AT MMAS WEB SITE 435
ARE THE RESULTS FROM APPLYING THE PERFORMANCE METRICS SATISFACTORY TO USER? 440
NO
B
YES
END

FIG. 4B

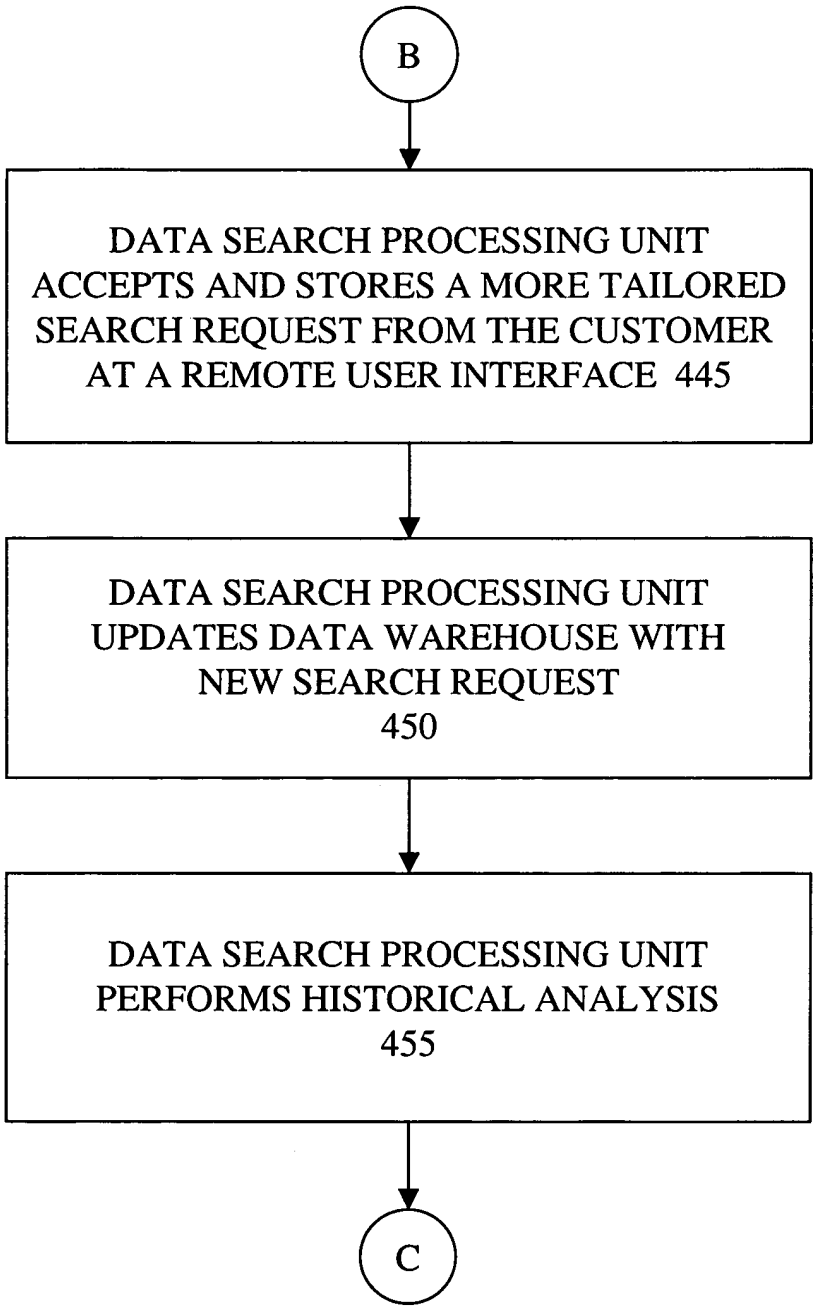

B
DATA SEARCH PROCESSING UNIT ACCEPTS AND STORES A MORE TAILORED SEARCH REQUEST FROM THE CUSTOMER AT A REMOTE USER INTERFACE 445
DATA SEARCH PROCESSING UNIT UPDATES DATA WAREHOUSE WITH NEW SEARCH REQUEST 450
DATA SEARCH PROCESSING UNIT PERFORMS HISTORICAL ANALYSIS 455
C

FIG. 5

Siebel 360 | My Biz360 | Reports | Search | Query | Manage Account | R

Reporting Metric Info

Enter information about the metric.

Name: Top Internet Pubs

Update

Site Ratings

Rate each site on relevance scale from 1 to 100. A rating of 0 will remove the site from consideration

Site Name	Rating
Boston Herald	0
CNNfn - the financial network	0
Fortune.com	0
The Standard	100
VARBusiness Magazine	0
Wired Magazine	100
Wired News	100
Yahoo Stock Message Board	0
ZDNet: eWEEK	100
eWEEK (Formerly PCWEEK)	100
VARBusiness	0
Wall Street Journal	0
BizReport.com	0
Boston Globe Online	0
Business 2.0	100
Business Wire	0
Business2.com	100
CNET	100
CNET News.com	100
Click2 Network	

Oracle - Confidential

FIG. 6

Biz360

Siebel 360 | My Biz360 | Reports | Search | Query | Manage Account | Re

Siebel mindshare

This report summarizes the mindshare in our space. Data is calculated using the ratings defined by tl

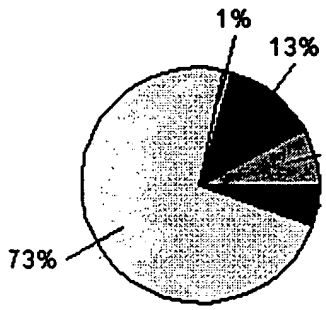
Timeframe: 30 days

Rating Metric: Equal Weight

Publications: All

GO

See also:
Mindshare over time
Mindshare Metric Comparison
Mindshare of People vs. Press



	Message		News	
	Mentions	Percent(%)	Mentions	Percent
Clarify, Inc	10	2%	8	
Pivotal	74	13%	13	
Salesforce.com, Inc			4	
Siebel Systems	485	83%	85	
Vantive Corporation	12	2%	4	

Biz360 Home Help Desk

Exhibit 1002 - Page 0006

FIG. 7

Siebel 360 | My Biz360 | Reports | Search | Query | Manage Account | Re

Going long-distance to get ASPs in gear

Author Evan Koblentz

ArticleDate Sunday 10/22/00

Publication ZDNet: eWEEK

URL http://www.zdnet.com/filters/printerfriendly/0,6061,2643100-54,00.html

Score 9%

Keywords Server Commerce Edition, Web, application server, based collaboration, business serv application, e-commerce software, frame relay, hosting company, networking compan vendor, telecommunications company, vice president.

Partners No partners found

Competitors No competitors found

People Gayle Howard, Online Site, President Clinton.

Companies Compaq Computer, Digex, Intermedia Communications, Lotus Development, Microsoft Systems, Sprint, Sun Microsystems, Web Site, application service provider, eBusiness provider.

Quotes "As you move more and more applications into a network environment, the No. 1 con: should be quality of network-based applications near capacity," Howard said.

"In the longer game, when you look at all the components required to provide applica going to be the underpinning.

"It fit into the things we needed to strengthen our company, which is name recognitic sales force."

Full list of quotes from this story...

Summary of Text Sprint Corp. wants to expand its reputation beyond simple long-distance calling and l applications enabler, according to company officials. For the rebate plan, Sprint will of members who refer customers to Sprint. According to Howard, what qualifies Sprint t enablement industry is its experience in networking. Regarding Sprint's future role in space, Howard said the company hopes to compete against better-known and more companies, such as Exodus Communications Inc., and against its traditional rival, Wo Howard, WorldCom, like Sprint, was known as a telecommunications and networking summer when it acquired hosting company Digex Inc., of Belts ville, Md., through the company Intermedia Communications Inc., of Tampa, Fla. WorldCom, of Clinton, Miss., with Sprint, but that deal was blocked by federal regulators.

Full story at: http://www.zdnet.com/filters/printerfriendly/0,6061,2643100-54,00.html

Oracle Exhibit 1009

FIG. 8

Biz360

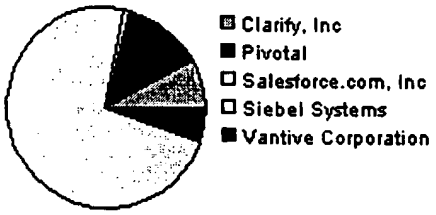
Siebel 360 | My Biz360 | Reports | Search | Query | Manage Account | Re

My Documents

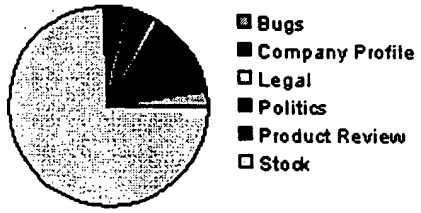
All vs Internet

Search

30 Day Mindshare



Article Categories



Mentions Today

Silicon Investor Stock Board....

Top Industry Authors

1. Melanie Austria Farmer (45)	10/3/00
2. Jeff Sweat (33)	8/29/00
3. ComputerWeekly.com -- N/A (28)	10/26/00
4. Eugene Grygo (26)	4/21/00
5. TSC Staff (18)	10/25/00
6. Stannie Holt (17)	10/4/99
7. San Jose Mercury News -- N/A (14)	10/28/00
8. Rachel Rasmussen (13)	9/1/00
9. InfoWorld -- N/A (12)	4/21/00
10. Inter@ctive Week -- N/A (12)	10/16/00

Top Industry Pubs

1. CNET News.com (113)	10/13/00
2. InfoWorld (89)	6/23/00

Latest News

News for Siebel

- High-tech players boost their presence on big-donor Ostrom at San Jose Mercury News
- Investors' Dilemma: What Stocks to Trust -- Oct 31 by Angeles Times
- Stock Wealth of CEOs -- Oct 30 by Los Angeles Times

News for competitors

- THREE-FEATS -- Oct 27 by San Jose Mercury News -- M
- Chipping Away -- Oct 25 by Bill Scanlon at Inter@ctive
- heds_server.gif|126|480|Servers step outside the bc Reseller News

Front page news for Siebel

- E-Commerce platforms -- Oct 30 by Frank Meister, Jee
- Quest For Calm Waters -- Oct 30 by Cheryl Rosen at
- Redherring.com - Larry Ellison may get last laugh- Oct Herring

Front page news for competitors

- Redherring.com - Mirapoint aims to master messaging Red Herring
- Quest For Calm Waters -- Oct 30 by Cheryl Rosen at
- washingtonpost.com: The Outsider, His Business and Washington Post

PR for Siebel

- (BW)(CA-SEEBEYOND)(SBYN)(STCS) SeeBeyond -- Fo Changes to SBYN -- Nov 01 by SEEBEYOND at Busines
- (BW)(CA-SIEBEL-SYSTEMS)(SEBL) Union Financiere d Applications; Leading French Bank Improves Custome SYSTEMS at Business Wire
- Award-Winning In-Application Training and Performar 2000 -- Nov 01 by Global Knowledge, Inc. at PR News

PR for competitors

- (BW)(CA-PIVOTAL/GOAMERICA)(PVT.)(GOAM) Pivotal Networks Using GoAmerica Platform -- Nov 01 by PIV(
- (BW)(MA-UNICA) Unica Corporation Expansion Contir Offices; New Offices to Provide Sales, Services in Fast